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EXTENSION SERVICE

REVIEW

U.S. DEPARTMENT OF AGRICULTURE * JUNE 1967



The Extension Service Review is for Extension educators—in County, State, and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their communities.

The Review offers the Extension worker, in his role of educational leader, professional guideposts, new routes and tools for speedier, more successful endeavor. Through this exchange of methods, tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

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REVIEW

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Efficiency Says All!

The covers of the past four issues of the Extension Service Review depict the major missions of Cooperative Extension—Building Stronger Agriculture, Building Stronger Communities, Building a Stronger Family, and Meeting Our International Responsibilities.

However, there seems to be an overriding mission—creating efficiency—creating efficiency in the use of all resources for the improved welfare of man. Efficiency is taken to mean getting maximum output from each unit of input regardless of the size or scope of operation—whether you're dealing with one acre of corn or 1,000 acres; whether you're dealing with a community of 10 families or 1,000 families; whether your human development effort involves one person or 100 persons; whether the international program involves one country or 100 countries.

In this sense, any input that does not produce maximum output attainable with available technology and scientific knowledge is partially wasted. Considering that inputs are limited and human needs almost unlimited—we just can't afford the luxury of wasting inputs in whatever form they come. WJW



Steve Sullivan, a coordinator of the Santa Barbara News Press reporters' program, discusses news writing with three 4-H reporters.

'Blue pencil' teaches

4-H Reporters

by
Robert Boardman
*Extension Information Specialist
University of California*

While educators bemoan the inability of American youth to handle the English language, newsmen on the Santa Barbara News-Press are teaching kids to write the hard and fast way—by turning in copy to the city desk.

News-Press copy readers handle daily stories from 16 4-H Clubs in all parts of Santa Barbara County. Blue pencils slash through excess verbiage. Wastebaskets receive stories that are badly written or handed in late.

"It's a tough way to learn to write," said Steve Sullivan, News-Press staffer

in charge of 4-H news, "but it works. We tell them to keep a carbon copy of their material and check it with what comes out in the paper. That way they learn their mistakes quickly."

In addition to this method of teaching, the newspaper holds an annual instruction session for new 4-H reporters.

As an incentive to better work, the newspaper each year gives a trophy to the outstanding writer, and each club reporter is given a key to wear.

The system works, according to

News-Press promotion manager Dick Smith.

"We print items on all kinds of 4-H activities, along with hundreds of names—the kind of news we'd never get otherwise. This benefits us in circulation and goodwill.

"The 4-H boys and girls, on the other hand, get their by-lines and their clubs' names in the news regularly. People become familiar with the clubs' projects. So when the kids go around to a businessman to enlist his support on a club project, they already have a foot in the door.

"But benefits of the project are not limited to the newspaper," said Smith.

"We encourage the 4-H Club reporters to work closely with television and radio stations, and they do it, too.

"The result is that we and the other media have a 'vested interest' in these people and what they do. At the annual 4-H exhibit day, for example, we assign two reporters, a photographer and a sketch artist to cover the event—not just because of an obligation, but because we think it is one of the most exciting events of the year.

"We come up with a full page of photographs plus a front-page story on the exhibit day—and of course we don't neglect to take pictures of the winners of the press coverage contest."

The 4-H Club news reporting system has been in effect since 1950. University of California Farm Advisor Norman H. Macleod and Home Advisor Josephine W. Van Schaick, both of Santa Barbara, supervise the program in their capacity as 4-H advisors in the Agricultural Extension Service.

According to Macleod, the News-Press system of 4-H Club reporting is unexcelled in California for participation and effectiveness.

"Kids vie with each other for the job of 4-H reporter," said Macleod. "But more important, they learn how to work with words, and in learning to be responsible reporters, we think they also learn to be responsible citizens." □



Modernizing facilities was a major method used by Delmarva poultrymen to improve their competitive position. Above is a modern chick motel with central heat, insulation, mechanical ventilation, and auger type mechanical feeders. At right, Ed Ralph, associate county agent of Sussex County, inspects one of the ventilating fans in a broiler house under construction.

Long secure in top position,
Delmarva poultrymen find that . . .

Competition Inspires New Effort

by
J. Frank Gordy
and
Raymond W. Lloyd*

From the very beginning, Delmarva's poultry industry has been confronted with problems. During the early years, however, profit margins generally allowed many wasteful practices, including high mortality losses. But the years brought changes in this situation.

Being pioneers in commercial broiler raising, Delmarva poultry people were primarily concerned with

developing production "know-how." Until some two decades had passed in the development of this relatively new agricultural enterprise, inter-area competition caused little or no concern.

However, as the word of success spread to neighbors and to other geographic sections of the United States, commercial broiler raising really caught on.

In the meantime, the relationship between production costs and selling prices of the finished product had changed. Profit margins became less, and at times nonexistent.

During the late fifties, Delmarva

became more concerned than ever about its competitive position in relation to newer broiler-producing areas. Many of the early houses had reached that stage where additional repairs were of questionable value. Most of them were out of date in terms of modern standards of construction and bird comfort.

Earlier, Southern broiler States had concentrated on Southern markets and those in Ohio, Indiana, Illinois, and the Lake States. Delmarva had serviced some of these markets, but had never fully developed their potential.

As production in the South increased, that area put greater quantities of poultry into the Northeastern markets in direct competition with Delmarva.

Industry leaders of this tri-State region began to concern themselves not only about modernizing their houses and improving production practices, but also about studying the marketing picture.

Close cooperation exists between poultry industry leaders and staff members of land-grant colleges. Frequently, leaders of the poultry organizations have called on the Extension Service and other representatives of the Universities to help with problems.

Consequently, it was not unusual for poultry industry leaders to turn to the Agricultural Colleges of the Uni-

*Gordy, Extension poultryman, and Lloyd, assistant Extension poultryman, University of Delaware.



versities of Maryland and Delaware for an evaluation of the situation and their recommendations.

Extension Service personnel and other University staff members joined with a committee of poultry industry representatives to examine every step of the business.

They were determined to find out what the future position of Delmarva as a broiler area would be.

Finding ways of improving the competitive and profit position of the Delmarva broiler area involved the following:

1. Analyzing costs of growing, processing, and marketing broilers, and comparing prices received on Delmarva and in competitive areas.
2. Gathering details of operation, management, and research which might lead to improved efficiency and lower cost of operation or improved selling prices.
3. Developing detailed recommendations for attacking problems which limit Delmarva's ability to compete in the market by using basic cost data (item 1) and ideas (item 2).
4. Urging the rapid adoption, by individual firms, of the principles, practices, ideas, and suggestions which they believed would help their situation.

One problem Extension and industry representatives considered was that

of out-dated housing and the need for increased volume of housing with an improved structural design. Another closely associated problem area studied was that of management practices.

Meeting the need for added capital involved an image-building job with local bankers and representatives of other lending institutions. Such topics as "Delmarva's Broiler Industry, Today and Tomorrow"; "Why We Need More and Improved Housing"; and "Information Guides Available to Bankers" were presented during a meeting attended by some 300 professional people of the banking industry and key leaders of the poultry industry.

A survey of many broiler-producing areas revealed that broiler management recommendations concerning breeds, feeds, and equipment were based on factors other than research. Following this survey, a long-term broiler management research program was put into operation.

As soon as results were obtained, an open-house meeting was held by the Extension Service. The findings were carried from research to the broiler farm through poultry servicemen. This was the beginning of new management techniques that enable one man to care for as many as 100,000 broilers.

Improved housing and better equip-

ment were the prime reasons for this improved efficiency. House design changed from 20- to 24-foot wide shed roof houses of the late 1920's to the modern three story chick motels which are fully insulated and mechanically ventilated by thermostatic controls.

The local poultry industry provided funds to build the first windowless broiler house at the University of Delaware substation for the purpose of studying insulation values and ventilation methods. As a result of this study, a reduction in fuel consumption of 30 to 50 percent was realized, giving a savings of \$5 to \$10 per 1,000 broilers started in winter flocks. A reduction in labor requirements was also evident.

Industry soon accepted the progressive step forward and started insulating all broiler houses—new ones as well as old. Along with these changes came new gas brooders; auger filled tube feeders; winches for raising curtains; feeders and waterers; and many other labor-saving devices.

Posters, leaflets, bulletins, radio, short courses, and workshops were among the educational media used. Extension worked closely with servicemen and poultrymen to implement the improved practices.

The consequence has been a lower production cost that helps Delmarva remain competitive among the major broiler growing areas.

Along with improved efficiency and a better competitive position for Delmarva have come other benefits. Communicating with bankers and other businessmen about the importance of the poultry industry to the general economy has proven beneficial. Development of a feeling of interdependence between business concerns, poultry people, and agency representatives, including University staff members, is another valuable asset that resulted.

Reviewing changes, facing up to challenges, and cooperating have helped Delmarva continue its progress as one of the major broiler growing areas of the United States. □

Homemakers Help Extension Reach New Audience

by
Donald Taylor
*Extension Information Specialist
Oregon State University*

A new dimension in Extension home economics education is being pioneered by Extension home unit members in Umatilla County, Oregon.

Volunteers from units throughout the county for the past three years have been bringing new hope and inspiration to mental patients at the Eastern Oregon Hospital and Training Center at Pendleton.

What started out as an effort to teach sewing skills to the women patients has become recognized as a mental therapy program which is helping patients take hold of reality once again. The skills have served as a source of rehabilitation for several who have been able to reenter the world outside the hospital gates.

Early in 1964, the Umatilla County Home Economics Extension Advisory Committee acted on a suggestion made by county Extension agent Molly Sylvester Saul, and started a beginning sewing class for 10 patients.

The program has since expanded to a diversified home economics program with classes in sewing, grooming, food preparation, and housekeeping

taught by volunteer teachers who were trained by the Extension home economist.

The original class was led by volunteers, in the ratio of one per patient. The hospital supplied a large, well lighted room with cutting tables and supply cupboards. Sewing machines were obtained through donations and loans from members of the communities and Extension home units.

During the next three months each patient completed a cotton dress of her own, with material she selected on a shopping trip with the teacher. Patients had a new experience in personal growth and pride in accomplishment when they modeled their dresses in a fashion show.

The first sewing class proved so successful that at the hospital's request three more were scheduled. Also, poise and grooming sessions for sewing class participants were held over a period of four weeks.

The grooming class included makeup, learning to walk and sit gracefully, physical fitness exercises, and



A volunteer Extension homemaker shows a teenaged mental patient how to iron ruffled curtains.

hair styling. A bonus that developed from the grooming class was the improvement in the patients' mental attitude after they learned how to improve their personal appearance.

The classes produced some heartwarming results. One long-term patient before coming into the class had never shown an interest in anything. She talked very little, only answering occasionally when spoken to.

However, by the end of the class, she had completely changed, was taking an interest in her appearance, and even enrolled in a typing course. She is now doing secretarial work in the hospital out-patient clinic.

Several of the other patients have regained much of their mental balance. A large part of the benefit stems from the patients' recognition of the fact that someone from outside is taking a personal interest in them, perhaps for the first time. The effect

of this on patient morale has been tremendous.

The sewing classes have proven to be a valuable link between the patient and the outside world. Without exception, the women who took part found a new pride in themselves and their appearance.

Following the successful sewing and grooming classes, the hospital requested a series of housekeeping classes designed to train qualified patients to care for a home so that they would be able to get out in the community and do housework for a fee.

After two years of working with the Extension volunteers, the hospital staff paid tribute to the value of home economics classes in the rehabilitation of patients by providing a home-like kitchen, separate laundry room, and a large living room area for the housekeeping classes.

Each class of 10 patients, ranging in age from high school students to middle-aged women, was supervised by the home agent and taught by three Extension-trained volunteers. They were assisted by other volunteer

workers, at a ratio of one volunteer for every two patients.

The last unit of the 12 homemaking sections was on food preparation. Patients learned how to mix and bake cookies, biscuits, quick breads, and candy. The lessons familiarized them with kitchens and gave them a feeling of accomplishment in preparing, serving, and eating something they had made themselves.

Following the class sessions, patients were started on an apprentice program, working in the homes of doctors or Extension home unit members. During the training period, patients worked without pay.

Following training, those patients who were qualified to go out and work on their own obtained part-time jobs in the community.

Three of the patients were released soon after completion of the class, either to their own home, a foster home, or a special home. Several others live at the hospital but go out to work regularly. All felt that re-learning basic homemaking skills had much to do with bringing them back to reality.

The Extension home economics classes have produced some real changes in the patients who were involved, but the effect of the program on the volunteer workers who took part has also been dramatic.

It was difficult to enlist unit members to take part in the first sewing class. None of the volunteers had any previous contact with mental patients, and most of them were uncertain as to their ability to deal with these patients.

However, once the program was underway the volunteers found their doubts melting. As the patients responded to their interest, the unit women began to gain a deep personal commitment to the project.

By the end of the first classes, the problem of attracting volunteer help had vanished. The volunteers and their families and friends have gained a better understanding of mental illness and the needs of the mentally ill.

How do you top a successful program? The unit members in Umatilla County are not resting on their laurels. They have requested that a community action project be funded under the Federal Economic Opportunity Act to help support larger classes. But they aren't waiting for Federal funding; they are continuing the program on its present basis.

Also, the State hospital clientele is rapidly changing under a new State policy. Large numbers of mentally retarded patients are being brought in, with the mentally ill being gradually shifted to other facilities or to outpatient clinics. Extension members are being trained to help meet the needs of these patients as well.

The Umatilla County program is only one example of ways in which women who have taken part in the off-campus Home Economic Education Program carried on by the Co-operative Extension Service can take the training they have received and apply it where it is badly needed in our society. This type of program also provides a challenging outlet for women who wish to find a meaningful role in community service. □

Volunteer Extension homemakers helped mental patients transform a former canteen area at the State hospital into a living room situation.





75 new jobs . . .

39

A team effort to develop community resources, triggered by Extension, is paying big dividends in Livingston Parish, Louisiana.

Since formation in 1963 of the Livingston Redevelopment Association, Inc., unemployment in the parish—Louisiana's counterpart of the county—has dropped from 20 percent to only 8.5 percent.

The resource development program has brought new industries and new and expanded community facilities to the predominantly rural agricultural area.

Extension personnel, working with business and civic leaders concerned about the lagging development of their parish, laid the foundation for the unprecedented surge of social and economic progress now taking place in Livingston Parish.

It began when County Agent R. H. D'Armond, working with resource development specialists of the State Extension office, called a public meeting to discuss assistance available to Livingston Parish through the Area Redevelopment Act.

D'Armond sent letters to key leaders in the parish and used his weekly newspaper column and radio program to urge residents to attend.

At the meeting, Resource Development Specialist Neal Dry and others from the State Extension office explained how ARA funds could be obtained. Methods of inducing agricultural and industrial enterprises into the parish were also discussed.

The proposed program was enthusiastically received. Three officers and

12 directors were elected at the initial meeting. Leaders included two mayors, the superintendent of schools, a farmer, a representative of organized labor, a newspaper publisher, an attorney, a real estate man, a bank vice-president, and representatives of civic and service clubs. D'Armond was elected secretary-treasurer.

For more than a year after formation of the association, interest was spurred by regular monthly meetings. Specialists from the State Extension office attended many of the sessions in an advisory capacity.

An Overall Economic Development Program for the parish was prepared and approved, and the association began taking advantage of opportunities open to the parish for social and economic progress.

Since submission of the OEDP, a 55-bed hospital has been completed near Denham Springs with Hill-Burton matching funds.

Improved water distribution for residential and industrial users has

been provided through formation of the Greater Livingston Water Company. This firm consolidated a number of small, independent water distribution systems and also installed new facilities and expanded existing services.

Natural gas systems have also been expanded. In addition to a system operated by the City of Denham Springs, the towns of Walker and Livingston have installed—and already expanded—municipal gas systems of their own. All three systems serve wide rural areas. Livingston Parish Gas District No. 1 has also been formed, serving many additional residents across a large rural area.

A sewer system expansion costing more than \$1 million has been completed in Denham Springs, and voters of that city recently approved a capital improvement program which, when supplemented by Federal community facilities funds, will provide improvements totaling more than \$4 million.

Voters also approved issuance of

Interested Citizens Spark CRD

in Livingston Parish



40 new jobs . . .

by
Charles W. Price
Extension Editor
Louisiana State University

\$800,000 in tax bonds for a new parish courthouse, and voted an additional seven-mill tax for school maintenance. During the past three years, voters have approved \$1,246,000 in new school construction.

The association, with no paid or full-time personnel until the recent hiring of a secretary, devoted many hours to the industrial inducement phase of their program. Most expenses incurred in the work were met by the individual members of the association. Extension specialists served in advisory and educational capacities.

The program has had striking results. One example concerns a firm manufacturing architectural wall panels and other materials for the building trades. Through efforts of the association, 25 individuals loaned \$1,000 each for procurement of a local bank loan with a Small Business Administration guarantee.

The company is now established in the parish and employed 38 persons during the first six months of 1966.

Not counting sales and administrative salaries, the firm spent \$17,000 for local labor during this period. And all the jobs involved were new in the community.

Another recently established industrial employer produces materials for the oil, chemical, and aluminum industries. The company's plant represents an investment of some \$350,000. It employs 39 people and had direct labor payrolls of more than \$90,000—and an additional \$25,000 in sales and administrative salaries—during its first year of operation.

Another firm which has moved into the parish has invested some \$125,000 in equipment and inventories, and promises to grow in economic importance to the area.

The Livingston Redevelopment Association also assisted in procuring an SBA loan for a steel sales organization which also fabricates and erects structural steel buildings. The firm has invested about \$125,000 in facilities and employs 75 persons.

At present, the association is assisting in procurement of an SBA loan for a door company which plans an investment of more than \$100,000 and will employ 18 persons.

Other proposals which have received favorable consideration by the association include one for a steel rolling mill, which would employ 100 or more and have an annual payroll of some \$650,000, and another for an amusement park which would involve a \$12 million initial investment and have a projected annual income of \$4.5 million.

A new plywood industry in the parish represents a \$7 million investment and employs 360. The association did not assist directly in securing this industry, but feels the favorable economic climate it has helped generate was a factor in the company's locating in the parish.

The significant accomplishments of the Livingston Redevelopment Association's program, and the resulting improvement in socio-economic conditions within the parish, have led to a high degree of citizen involvement in the program.

D'Armond, who has been re-elected to successive one-year terms as secretary-treasurer since the inception of the association, continues to serve as liaison with Extension's State Resources Development Task Force.

The Livingston Parish program offers a good example of what can be accomplished by interested local citizens and Extension personnel, working together, to achieve the common goal of community improvement. □

The Magic Touch Of Television

Helps Maryland Extension
reach the 'unseen audience'

by
Linda Kay Crowell
Extension Information Specialist
University of Maryland

"It's frightening at first, and a grind when the glamour wears off. Yet it's the world's most rewarding job because we are reaching the people we want to reach."

That is how horticulturists and home economists with the University of Maryland Extension Service feel about being stars of four popular public service television programs.

Produced in Baltimore and seen throughout Maryland, the District of Columbia, Delaware, and much of West Virginia and Pennsylvania, the shows are called *Garden Living*, *Learning To Do*, *At Home in Maryland* and *Agricultural World*.

Viewers wake up with these programs every morning except Sunday. But the performers' faces, voices, and ideas remain with them throughout the day as they landscape their lawns, make out wills, or shop for best buys at the supermarket.

Postmen, too, feel the effects of the programs, for they bear thousands of requests to television studios where the cards and letters are exchanged for pertinent publications, seed samples, and other give-aways.

Ed Ferrell, horticultural agent from Anne Arundel County, is a pro at

Extension television programming. His half-hour *Garden Living* show began in 1959 when a Baltimore station asked the University of Maryland to fill a 17-week summer replacement slot. Now, ratings reveal that 54,000 viewers watch *Garden Living* every Saturday or Wednesday at 9 a.m.

According to studio officials, "No other program in the country can be compared to Maryland's highly rated public service presentation." Yet the show is prepared on a "penny budget."

"We appeal to the home-owner, but the apartment and cliff dwellers are not overlooked," says Ferrell, who shares the spotlight with Nicholas Stephin, horticultural agent in Baltimore County and four-year veteran of *Garden Living*.

The team spends 10 minutes to a full day preparing for each show—though topics are scheduled two to three months in advance. Relating to the seasons, subjects include pesticide uses . . . tree growth . . . plant insects and diseases . . . bird feeding . . . indoor gardening.

Guests are rare. "We believe it best to have the same personalities each week," the stars say, "for the sake of

production, continuity, and rapport with viewers."

Handouts ranging from publications to seed packets bring responses from up to 800 persons a week. Often, complimentary notes are attached. Occasionally, a word of criticism creeps in, but generally it is kudos for the performers, who once received a certificate of merit from the Governor in conjunction with a "Keep Maryland Beautiful" campaign.

The award cited the show for "(educating) citizens to their responsibility for clean and beautiful communities, State parks, beaches, roadsides, and other public places . . ."

David Hitchcock, another Anne Arundel horticulturist, replaced Ferrell temporarily while he was on study leave. To agents who would like to launch *Garden Living*-type programs in their States, he has a word of caution: "You must be eager."

As a relative newcomer to television, Hitchcock points out the difficulties in "watching your director, talking, and thinking at the same time . . . while remembering to smile, move slowly, and keep your hands close in."

"But self confidence does come with experience and knowledge of your subject," he says.

The *Learning To Do* program is penetrating low-income areas with needed homemaking and money-saving facts.

When Marge Holloway, Martha Andrews, and Evelyn Bianchi—home economics agents in Baltimore—undertook this venture 21 months ago, they combined their television programming with "demonstration parties" at inner-city housing projects.

Their half-hour show is broadcast on Tuesdays at 6:30 and 9 a.m. Church and other community groups often arrange the "TV parties" for local women on Thursday morning so that the stars can answer questions in person and explain their topics more fully.

An imaginative trio, the home economists dream up seemingly simple subjects that help homemakers solve



Horticulturist Ed Ferrell reaches an estimated 54,000 viewers on his weekly *Garden Living* television program.

problems of daily living. As viewers watch the swiftly-paced show, they learn how to make peanut butter soup . . . cover worn blankets . . . study in good light . . . prepare first graders for school . . . guard against shopping frauds.

Another unique aspect of this show is its Advisory Board. Wanting to involve the entire inner-city in *Learning To Do*, the home economists contacted representatives of health and welfare departments, community action committees, maternity centers, board of education, Urban League, Red Cross, Vista, and other private and public agencies.

"It seemed wise to pool resources and ideas, since many agencies are concerned with the same clientele," says Mrs. Andrews.

The Board suggests "special messages" to beam to low-income families, and also helps to publicize the show. And members—nurses, recreation specialists, planned parenthood experts, supervisors of senior citizen activities—appear as guests.

Letters of appreciation pour in from persons of all backgrounds. Last year, *Learning To Do* personalities answered 7,415 appeals for mimeographs and bulletins.

Do you know how to make out a will . . . avoid panic as the income tax deadline approaches . . . select a sensible life-insurance policy?

The gracious hostess of *At Home in Maryland* untangles these puzzlers for an estimated 12,000 viewers on Saturdays at 8:30 a.m. and on Tuesdays at 9 a.m.

Shirley J. Mott directs her two-year-old program to the entire family. She features series of shows aimed at special interest groups such as brides-to-be, teenagers, young marrieds, handicapped homemakers, parents, and retired persons.

Her most recent series was a four-week course in food and nutrition for young families. "Programs about money management, credit, wills, insurance policies, and other vital papers have mass appeal," says the Extension home economics editor.

Mrs. Mott believes, "It is important to pinpoint your audience, know the message you want to get across, and plan themes that reinforce the entire Extension home economics program."

When she interviews guests, she draws on resource persons from universities, government agencies, hospitals, and other institutions.

A seven-minute segment of *At Home in Maryland* is reserved weekly for food economist Virginia McLuckie, who covers every conceivable subject in consumer marketing—from selecting fresh produce to doing comparison shopping.

Miss McLuckie also appears daily on *Agricultural World*. Here, she works with the Maryland State Board of Agriculture to tell how food gets from farmlands and the Chesapeake Bay into the home.

Appearing on 304 programs a year, she says, "My biggest problems are searching for new ideas and presenting materials visually."

Her own critic, the marketing expert watches her taped shows at home to evaluate speech, mannerisms, gestures, and posture.

On the University of Maryland campus, John Wagner of the Information and Publications Department is liaison man for these and other television shows. A radio-television specialist, Wagner tutors agents on how to communicate with unseen audiences.

He is convinced that television has the power and "magic touch" to change people's lives—for the better. □

The 'Teen Scene'—

and Extension home economists

by
Mrs. Wanda Meyer
*Home Management Specialist
Texas Extension Service*



Many young people in Texas marry between the ages of 15 and 18 and drop out of school at that time. This age group needs to be better prepared for marriage and adulthood.

Most teenagers' problems seem to center on decisions regarding the earning and spending of money and their lack of competence in this area.

They want to know, "What kind of jobs can a teenager get? How do you get ready for a job interview? How do you dress on the job? Does it really matter whether you go to college?"

Parents, too, are concerned about teenage dress and manners, school dropouts, teenage marriages and divorces.

These problems are being recognized by youth leaders all over Texas. Each year, for example, 4-H boys and girls study money management.

Texas Extension home economists realized that they were in a position to provide valuable assistance. Knowing that the level of living and quality of life of a person are determined largely by choices made as a teenager, the home economists assumed leadership for a statewide program to help teenagers make informed decisions.

Their work with County Program Building Committees prompted 126 counties to develop special educational programs on this subject this year. The programs are planned by the teenagers, parents, and others with a vested interest in youth.

In Eastland County, for example, the Extension home economics Family Living Committee became concerned about the problems of youth in their county early in 1965. The committee that plans the Extension home economics program met seven times to formulate an appropriate educational program.

Owning a car is the goal of many teenagers. Bobby Levy pays expenses for his 1931 vintage automobile by working afternoons and Saturdays.

The county home demonstration agent and her assistant met informally with 20 other reference groups: teenagers, parents, and people who work with youth. In these visits, the problems were more clearly defined and ideas were proposed for the educational program.

The event finally selected as a vehicle for reaching the teenagers was an all-day "Teen Scene" to be held at a local elementary school cafeteria-auditorium. All students from the eight county high schools were to be invited.

All media of communication available in Eastland County were used to publicize the event. A circular letter was sent to the faculty and student body of all eight high schools, and a skit was presented at a high school assembly.

The four county newspapers published 18 stories on the program, and eight radio programs taped by the agents were broadcast several times daily for a week prior to the event.

Finally, the big day arrived. On Saturday, April 2, 1966, there were 174 boys and girls assembled for the program. The Cisco Junior College "Combo" livened things up during registration.

During the first session, the girls studied make-up and grooming. In a separate session, the boys worked on grooming and dating etiquette. This was followed by a style show, "What To Wear, When and Where." The boys and girls modeled outfits for different occasions, including appropriate dress for work.

Dr. Ted Nicksick, president of Ranger Junior College in Eastland County, discussed the importance of training beyond high school. "The excuse, 'I can't afford to go to college' usually means, 'I don't want to go to college,'" he said.

The participants were divided into three smaller groups and rotated to the next three sessions. Here they learned about what it costs to live, how to prepare for a job interview and driving safety.

Dr. Bernard J. Dolenz, neuro-psy-

chiatrist, Ft. Worth, outlined the responsibilities of marriage and causes of marriage failure. This presentation brought several questions from the group, such as, "At what age are you mature enough for marriage?" and "Does it really matter if you marry outside your faith?"

The Teen Scene closed with a talk by Robert T. "Sonny" Davis, director of the Attorney General's Youth Conference on Crime. Davis emphasized the influence of the teen years on adulthood.

The Texas counties with money management programs underway have learned that one teaching experience doesn't solve all problems. When the first big event is over, many counties plan and conduct a series of management programs for their youth, based on problems identified by the people. □



Many teenagers show their maturity by holding part-time jobs which provide spending money and savings for bigger things. Shirley Smith, above, earns \$6 to \$10 per month baby-sitting. Charles Fleming, below, farms 100 of the family's 1,000 acre farm.



This story is about "Operation Porkchop." It was organized by leaders in Laclede County, Missouri, to help local agriculture, which consisted mainly of small farms.

Provisions of the Federal Economic Opportunity Act provided the point of departure. County leaders organized a 21-man community action group to develop a program. Representatives were from church, civic, business, and farm groups.

As the name "Operation Porkchop" suggests, the Laclede County leaders built their new program around the production of feeder pigs.

Farming opportunities are limited in Laclede County because of hilly and rocky soil. The local board felt that feeder pig production was one of the best ways to raise the income of small farmers.

Feeder pigs can be raised on small farms at low cost, farmers can move into production as money becomes available, there is a quick return on investment, and there are good established market outlets in Laclede and neighboring counties.

In addition, feeder pigs make a good enterprise for older people—and the average age of farmers in Laclede County is 53 years.

The request for Federal funds was directed to the Missouri Ozarks Economic Opportunity Corporation at Richland, regional headquarters of the Office of Economic Opportunity.

On September 1, 1955, the OEO made \$35,000 available to carry out "Operation Porkchop". Laclede County Extension personnel were responsible for gathering and making available information on feeder pig production. Other government agencies, such as the Farmers Home Administration, had other responsibilities.

The first step in putting "Operation Porkchop" into action was getting a supervisor. Extension hired Ronald Young, Missouri College of Agriculture graduate from Lebanon, as an Extension agricultural agent to supervise the program. The remainder of the staff was hired from the ranks of small farmers in Laclede County.

OPERATION PORKCHOP

Extension project uses 'leader aides'
to help raise hopes and incomes
of small farmers in Laclede County

by
Dick Lee
Agricultural Editor
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One of the first things Young did in his new job was to write letters to Laclede County farmers to explain the program. He asked farmers interested in the program to complete and return a card to the Extension office.

Six local farmers were hired late in 1965 to be leader aides in "Operation Porkchop". They took part in an 80-day training program conducted by Extension. Special attention was given to such subjects as stock selection, breeding, nutrition, sanitation, disease control, buildings, equipment, and recordkeeping.

Each leader aide worked with 10 to 15 local farmers, helping them in feeder pig production. Although the number of farmers taking part in the program varied, there were 67 active participants at the end of the first year.

They owned 350 sows and 163 replacements. Thirty-nine of the farmers had sold 1,371 pigs for \$29,145. Income over feed costs was \$13,266, or an average income of \$341 per farmer selling pigs.

So, results haven't been spectacular. Rather, they have represented good, solid gains for the small farmers involved.

Larry Smith, owner of a 120-acre farm near Eldridge, is a good example of progress. Smith, working with his leader aide and a local FHA representative, got a feeder pig loan and went into business.

He later got another FHA loan to enlarge and improve his house. He now has 10 sows and gilts and expects to net \$1,000 annually from the sale of feeder pigs.

Johnny Williams, also of Eldridge

and president of the Laclede County OEO Board, received an FHA loan to buy his small farm and an operating loan to buy four sows to get started in feeder pig production. He hopes to expand to 10 sows.

Mr. and Mrs. Clay Sanders, a retired couple, live on a 30-acre farm west of Lebanon and take part in "Operation Porkchop." Their six sows added more than \$600 to their 1966 income.

Cash from their feeder pig sales helped pay taxes, make payments on the farm, and pay other farm ex-

penses. Feeder pig income frees their Social Security retirement income for family living expenses.

Young is especially happy about the progress of the leader aides. One of the original aides now works as fieldman for the Missouri Farmers Association Feeder Pig Tele-auction unit in Mansfield. Another is now fieldman for the Laclede County Livestock Association.

Some of the current leader aides have taken advantage of the program to get started in feeder pig production. Paul Hough, who farms 100 acres now

has 16 sows and hopes to build his herd to 30 by the end of the year.

Local interest has continued high in the program. Young says one of the biggest problems at the start of the program was the lack of good breeding stock. To help out, the Laclede County Livestock Association bought four high-quality boars—two Hampshires and two Yorkshires—and established breeding stations around the county.

These boars made quality sires available to any feeder pig producer in the county at a low cost. There is a service charge of \$2.50 for each use of a boar at a breeding station. This fee is divided between the farmer who keeps and handles the boar and the Livestock Association, which intends to use the fees to buy replacement sires.

Local businesses got involved, too. Businessmen raised \$500 to build the breeding facilities at the four breeding stations.

Several Laclede Countians have commented on other visible results "Operation Porkchop" has brought in its 1½ years in operation. Dr. E. H. Fisk, local veterinarian, says some of the best feeder pigs in the county are raised by farmers in the program.

Fisk has a basis for making such a comparison, for he vaccinates many of the feeder pigs sold in the monthly sales held by the Laclede County Livestock Association.

Swaim, now fieldman for the Livestock Association, says some of the highest priced pigs in the Association's March sale were consigned by farmers in the program.

"Operation Porkchop" will continue for another year. However, the program will be enlarged to cover eight counties. Young is now hiring leader aides to work in the seven new counties.

"We're glad we're getting more high-quality feeder pigs produced in Laclede County," Young says. "But we're happier that people are encouraged, for in our program we're really more interested in people than in feeder pigs." □

Mrs. Clay Sanders tells Jack McCormick, leader aide, left, and Ron Young, Extension agricultural agent, about the Sanders' progress in their Operation Porkchop project. Their six sows added more than \$600 to their 1966 income.





From The Administrator's Desk by Lloyd H. Davis

The Critical Ingredient of Extension Success

Extension provides people ideas and knowledge on a great many subjects. It assists them in many ways in identifying their opportunities and in taking positive and progressive action.

Extension's success is dependent on many things—the research and other information available, support of many individuals and groups, cooperation with a host of other organizations, the dedicated service of hundreds of thousands of volunteers, the progressive attitudes of the people we serve, the great American system within which we operate—to recognize but a few.

Within this environment the critical ingredient for our success is the Extension staff. We have no loans, grants, or material goods to dispense. All we have to offer is the dedication, skill, vision, judgment, and knowledge of the Extension staff—their dedication to the interests of the people and communities they serve; their skills in working with people and the application of knowledge; their vision of improved farms, homes, and communities; their judgment as guidance to people making decisions; their knowledge of science, research results, sources of information and assistance.

On the quality of this critical ingredient depends much of the progress of the people we serve, and much of their

success in attaining their hopes and dreams. On the quality of this critical ingredient depends the future of the Extension Service.

Obviously our skills and abilities must change as the critical needs, problems, and opportunities of the people we serve change.

We are in a rapidly changing world—with unprecedented rates of change in the development of new science and technology and other facets of the situation in which we operate.

It seems to me that this situation demands unprecedented efforts to develop the staff competencies that are needed today and that will be critical tomorrow.

We need planned programs of staff development—with inservice training, sabbatical leaves, etc.

We need systems providing assistance, incentives, recognition, and rewards that encourage staff members to take initiative in their own development.

We need staff members who are looking ahead to programs of the future and their role in them, who are preparing themselves for the future.

The latest reports indicate a high degree of effort in these directions by administration and staff. But we should all ask ourselves if it is enough. □